

Cancel Claims 41-60 and replace them with New Claims 61-80.

61. (New) A system for generating an hyperlink address string associated with predetermined program material related to predetermined content located at a predetermined hyperlink address and hyperlinking to said predetermined hyperlink address during the playing of said predetermined program material wherein said hyperlinking is user-activated or automatic comprising:

generating means for generating said hyperlink address string associated with said predetermined program material including:

a first attribute specifying said predetermined hyperlink address and

a second attribute specifying said user-activated or automatic hyperlinking to said predetermined hyperlink address including:

an user-activating attribute specifying user-activating an hyperlink to said predetermined hyperlink address or

an automatic activating attribute specifying automatically activating an hyperlink to said predetermined hyperlink address;

encoding means operably coupled to said generating means for encoding said hyperlink address string for transmission via program signal transmitting means;

said program signal transmitting means operably coupled to said

encoding means for transmitting said hyperlink address string;

program signal receiving means operably coupled to said program

signal transmitting means for receiving said hyperlink address string;

data processing means operably coupled to said program signal receiving means for processing said hyperlink address string according to said second attribute for user-activating said hyperlink to said predetermined hyperlink address responsive to said user-activating attribute and automatically activating said hyperlink to said predetermined hyperlink address responsive to said automatic activating attribute and

hyperlink means operably coupled to said data processing means for hyperlinking to said predetermined hyperlink address during the playing of said predetermined program material.

62. (New) A method of generating an hyperlink address string associated with predetermined program material related to predetermined content located at a predetermined hyperlink address for hyperlinking to said predetermined hyperlink address during the playing of said predetermined program material wherein said hyperlinking is user-activated or automatic including the step of:

generating via generating means said hyperlink address string associated with said predetermined program material including:

a first attribute specifying said predetermined hyperlink address and

a second attribute specifying said user-activated or

automatic hyperlinking to said predetermined hyperlink address including:

an user-activating attribute specifying user-activating an hyperlink to said predetermined hyperlink address or

an automatic activating attribute specifying automatically activating an hyperlink to said predetermined hyperlink address.

63. (New) A method according to claim 62 further including the step of:

entering via data entering means to database means operably coupled to said generating means:

said predetermined hyperlink address and

predetermined hyperlink activation data for said user-activated or automatically activating said hyperlink to said predetermined hyperlink address including:

predetermined user-activation data for said user-activating said hyperlink to said predetermined hyperlink address or

predetermined automatic activation data for said automatically activating said hyperlink to said predetermined hyperlink address.

64. (New) A method according to claim 62 wherein

said hyperlink address string comprises an URL string and

said predetermined hyperlink address comprises an URL.

65. (New) A method according to claim 62 wherein

said generating means comprises a website.

66. (New) A method according to claim 62 wherein

said automatic activating attribute comprises an  
hyperlink automatic load attribute.

67. (New) A method according to claim 62 wherein

said automatic activating attribute comprises an  
hyperlink start time attribute.

68. (New) A method according to claim 62 further including the  
step of:

encoding said hyperlink address string for  
transmission with program signals representative of said  
predetermined program material.

69. (New) A method according to claim 62 wherein

said hyperlink address string further includes an  
attribute instructing a predetermined time to deactivate said  
hyperlink to said predetermined hyperlink address.

70. (New) A program signal receiver apparatus for playing  
program material including predetermined program material related to  
predetermined content located at a predetermined hyperlink address and,  
during the playing of said predetermined program material, hyperlinking  
to said predetermined hyperlink address wherein said hyperlinking is user-  
activated or automatic comprising:

program signal receiving means for receiving an hyperlink address

string associated with said predetermined program material including:

a first attribute specifying said predetermined hyperlink address and

a second attribute specifying said user-activated or automatic hyperlinking to said predetermined hyperlink address including:

an user-activating attribute specifying user-activating an hyperlink to said predetermined hyperlink address or

an automatic activating attribute specifying automatically activating an hyperlink to said predetermined hyperlink address;

data processing means operably coupled to said program signal receiving means for processing said hyperlink address string according to said second attribute for user-activating said hyperlink to said predetermined hyperlink address responsive to said user-activating attribute and automatically activating said hyperlink to said predetermined hyperlink address responsive to said automatic activating attribute and

hyperlink means operably coupled to said data processing means for hyperlinking to said predetermined hyperlink address during the playing of said predetermined program material.

71. (New) An apparatus according to claim 70 wherein

said program signal receiver apparatus comprises a television receiver apparatus.

72. (New) An apparatus according to claim 70 wherein

said program signal receiver apparatus comprises a  
radio receiver apparatus.

73. (New) An apparatus according to claim 70 wherein

said program signal receiver apparatus comprises a  
media player apparatus.

74. (New) An apparatus according to claim 70 wherein

said program signal receiving means comprises  
tuner means.

75. (New) An apparatus according to claim 70 wherein

said hyperlink address string comprises an URL string and  
said predetermined hyperlink address comprises an URL.

76. (New) An apparatus according to claim 70 further

comprising:

memory means and visual display means, both  
operably coupled to said data processing means and  
collectively configured for said user-activating said  
hyperlink to predetermined hyperlink address responsive to  
said user-activating attribute,

said memory means for storing for  
predetermined time said predetermined hyperlink address  
specified in said first attribute and

said visual display means for visually  
displaying for predetermined time predetermined data to

prompt said user-activating said hyperlink to said  
predetermined hyperlink address and

user-activation means operably coupled to said data  
processing means for said user-activating said hyperlink to  
said predetermined hyperlink address.

77. (New) An apparatus according to claim 70 wherein

said automatic activating attribute comprises an  
hyperlink automatic load attribute.

78. (New) An apparatus according to claim 70 wherein

said automatic activating attribute comprises an  
hyperlink start time attribute.

79. (New) An apparatus according to claim 70 further

comprising:

time measuring means operably coupled to said data  
processing means for said data processing means to  
determine when a time referenced by an attribute included  
in said hyperlink address string transpires.

80. (New) An apparatus according to claim 70 wherein

said hyperlink means comprises web browser  
means.